



Kevin McCauley
Editor-in-Chief

O'Dwyer's

The Inside News of **Public Relations**
& Marketing Communications odwyerpr.com

271 Madison Ave., New York, NY 10016
212/679-2471. Fax: 212/683-2750
www.odwyerpr.com; jobs.odwyerpr.com

January 30, 2023 Vol. 56 No. 5



Show your firm's expertise in such specialities as healthcare, tech and finances (as well as 17 others) by taking in part in O'Dwyer's 2023 Rankings of PR Firms. **The deadline to submit is Fri., Mar. 13.**
[View Rankings Instructions \(PDF\)](#).

OHIO ISSUES RFP FOR PUBLIC INFO CAMPAIGNS

The Ohio Department of Public Safety has issued an RFP covering public information media campaigns to help it achieve its mission of saving lives; reducing injuries and economic loss; administering motor vehicle laws; and preserving the safety and well-being of all citizens.



ODPS will provide the overall theme of the individual campaign to its communications partner who will then develop messaging and creative assets, and target audience(s). The selected partner will also recommend and negotiate media coverage, coordinate and reconcile advertising contracts, and evaluate the reach of each effort, according to the RFP.

ODPS has budgeted \$4M annually for the campaigns under the contract that will run through March 31, 2026.

The outreach may be on behalf of Bureau of Motor Vehicles, Emergency Management Agency, Emergency Medical Services, Homeland Security, Ohio Investigative Unit, Office of Criminal Justice Services, Ohio State Highway Patrol, Ohio School Safety Center, the Ohio Narcotics Intelligence Center and the Ohio Traffic Safety Office.

Proposals are due Feb. 3.
[Read the RFP \(PDF\)](#).

H+K'S SCARINZI TAKES RF TECH POST

[Ruder Finn](#) has hired Chip Scarinzi, who was Hill+Knowton's US deputy technology lead for the past three years, as US head of technology and innovation, a newly created post.



Chip Scarinzi

He joins the independent firm's more than 175-member technology team and reports to RF CEO Kathy Bloomgarden.

Prior to H+K, Scarinzi was senior VP at Ketchum, VP at Cohn & Wolfe, senior account supervisor at Edelman and account supervisor at M&L Worldwide.

During his career, he has handled client activity and secured media coverage at major events

such as Consumer Electronics Show, SXSW, Mobile World Congress and Computex.

EX-WEBER CHAIR HEADS TO DUKE

Jack Leslie, former chairman of Weber Shandwick, has joined Duke University as a senior visiting fellow at the Duke Global Health Institute and the Duke-Margolis Center for Health Policy.

His role is to develop an initiative to increase trust in public health, which suffered a big hit during the COVID-19 pandemic.

Leslie noted that trust in public health has been significantly undermined during the COVID-19 pandemic. He called DGHI and the Margolis Center leaders in global health and health policy that can harness the resources and talent needed to address this important issue.



Jack Leslie

President Obama appointed Leslie, who was legislative aide to Sen. Ted Kennedy, chair of the U.S. African Development Foundation in 2009. Leslie also chairs the board of the Elizabeth Glaser Pediatric AIDS Foundation. The nearly 40-year veteran of Weber Shandwick, remains a senior advisor at the Interpublic unit.

FIREHOUSE ACQUIRES SCARLET OAK

Firehouse Strategies, the DC shop founded by staffers from Florida Republican Senator Marco Rubio's presidential run, has acquired the Democratic Scarlet Oak Strategies shop.

Raymond Glendening, who was political director at the Democratic Governors Association, launched Scarlet Oak, which has a network of 1,200 political operatives in state capitals across the US. He will become a partner at Firehouse.

Brian Doory, Scarlet Oak managing director, will take on the same title at Firehouse. He has worked on campaigns for Democrats such as Sen. Amy Klobuchar and former governors Jon Corzine (NJ) and Martin O'Malley (MD).

Scarlet Oak has run campaigns for National Opioid Litigation Consortium, BlueCross Blue Shield, Chamber of Progress, CVS Health, Pew Charitable Trusts, AFSCME, National League of Cities, Share Our Strength and Coalition for the Northeast Corridor.



SMYRNA, GA SEEKS BRANDING, MARKETING

The city of Smyrna, Georgia, is seeking proposals from agencies that can provide municipal branding, placemaking and marketing services.



The Cobb County city, which is part of the Atlanta metropolitan area and is just 10 miles from Atlanta's downtown, boasts a population of about 56,000.

Smyrna is looking for an agency with experience with local governments that can assist in the development of a positive, consistent and unique brand for the city in an effort to attract potential residents, visitors and businesses.

Scope of the work includes: conducting a brand assessment of the city; creating of a new verbal and visual identity; facilitating a public feedback process for brand identity; providing an internal and external communications strategy that includes a plan for unveiling the new brand, as well as recommendations for the types of communication channels that would be most effective.

Proposals are due by 2:00 p.m. (EST) on Wednesday, February 15 and should be mailed or delivered to: City of Smyrna Purchasing Division; 2800 King Street; Smyrna, GA 30080
[Download the RFP \(PDF\)](#).

NEXT PRACTICES GROUP GETS GALLAGHER

The Next Practices Group brings on David Gallagher as a partner and head of a new international expansion initiative for all NPG firms.



David Gallagher

Gallagher has served as president for international growth and development at Omincom PR Group and CEO at Ketchum Europe.

"David will help us quickly realize two important parts of our vision—building a global next-generation proposition in marketing and communications for all of our businesses and their clients, beginning with a strong hub in London,

and establishing a future-focused understanding of purpose for clients worldwide," said Bob Pearson, NPG founder and chair.

JOELE FRANK PUTS SERTA SIMMONS TO BED

[Joele Frank](#) is working the Chapter 11 filing of Serta Simmons Bedding, which has a 20 percent stake of the US mattress market.

The Doraville, GA-based company says the restructuring will enable it to pare its long-term debt from \$1.9B to \$300M and make critical investments to grow its Serta, Simmons, Beautyrest and Tuft & Needle brands.

CEO Shelly Huff said Serta Simmons is focused on launching new innovations, building a high-performing and resilient supply chain and expanding its commercial business.

Advent International, private equity firm, acquired Serta Simmons for \$3B in 2012.

The mattress maker generated \$2.4B in sales for the one-year period ended June 30, 2022.

Joele Frank, Wilkinson Brimmer Katcher's Ed Trissel, Aaron Palash and Viveca Tress handle Serta Simmons.

ACCOUNTS IN TRANSIT

Laura Davidson Public Relations lands **Sea Island**, a five-star property on the southeastern coast of Georgia. LDPR will oversee the overall strategic media relations and media visit program for the property in the US. Home of the PGA Tour's RSM Classic, Sea Island also boasts five miles of private beach, a tennis and pickleball center, yacht club and children's programs in addition to a broad range of dining options.



Marketing Maven is named agency of record for **TerraScale**, a green technology and infrastructure development company. TerraScale was previously represented by FINN Partners. Marketing Maven's scope of work for the company includes global market research, branding, public relations, social media marketing, thought leadership and development of strategic partnerships. TerraScale brings together partners and service providers across technology, green engineering, cybersecurity, real estate and energy construction firms to modernize businesses and communities.

Strategic Heights Media picks up PR duties for film director, screenwriter and producer **Courtney Glauvé**. Strategic Heights Media will manage overall publicity efforts and media strategy for Glauvé, who is gearing up for his feature film debut this year with *The Reading*, a supernatural thriller. The film is written, directed and produced by Glauvé; executive produced by Lee Daniels; and stars Academy Award-winning actress and comedian Mo'Nique. Strategic Heights Media has provided media strategy to such brands as BET Networks, ASCAP, smartwater, Essence and Sony Pictures.

August is retained as strategic communications advisor for **World Wrestling Entertainment's** management team and board of directors. This follows the firm's December 2022 engagement by WWE founder and controlling shareholder Vince McMahon to support his contested return to the company's board of directors as executive chairman, six months after announcing his retirement amid allegations of misconduct. August will assist the company during its review of strategic alternatives.



The Brandman Agency is named PR agency of record for **The St. Regis Bal Harbour Resort**, a 214-room property in Miami Beach. The agency will be handling U.S. media and influencer relations for the hotel. A Forbes Five-Star and AAA Five Diamond Hotel for nine consecutive years, The St. Regis Bal Harbour Resort is situated 15 minutes north of South Beach on the edge of the Atlantic Ocean. "We are confident that our partnership will further position our resort as Miami's best address," said The St. Regis Bal Harbour Resort general manager Winfred von Workum.

Dixon Schwabl + Company assumes AOR duties for **St. John Fisher University** in Rochester, NY. The announcement follows the institution's transition from St. John Fisher College to St. John Fisher University in July 2022. The partnership kicked off in August 2022, beginning with brand strategy to lay the foundation for media planning and buying, creative development and public relations. That included messaging development and a photo and video shoot to capture new content to market the university for the coming years.

THE COSTS OF CULTURE FAILURE

Scores of advisors, meetings, hours and approvals have historically gone into developing an organization's crisis plan, with many left bound on a shelf untouched and unproven. These days, organizations are making better, if still erratic, commitments to implementing more sophisticated crisis plans by investing in technology to help better anticipate and manage issues and keeping plans and leaders nimble through simulation drills. However, many companies still fail to embed the collective responsibility of crisis management across the organization, unfairly leaving it up to a chosen few to cover the waterfront of risk.



Elizabeth Cholis

It's becoming increasingly important to take a culture-driven approach to crisis preparedness, regardless of the industry. Organizations of all sorts should take a page from businesses with robust operational risk by establishing risk mitigation mindsets, tying

preparedness and risk mitigation to business objectives and building a company-wide culture around it.

Components of a crisis-ready and risk-oriented culture

- Organizations can encourage employees to take ownership of risk mitigation and better manage issues that arise by:
 - Defining "crisis" in a meaningful way with clearly delineated crisis severity levels and specific examples relevant to both the company and an individual's role.
 - Demonstrating how issues evolve and escalate.
 - Showing employees how to identify issues, how they can be mitigated, and when and how they should be escalated.
 - Making risk management part of a job description, with roles and responsibilities clearly defined.
 - Conducting regular trainings to keep themes and protocols fresh in employees' minds and to address new and evolving industry and company dynamics.
 - Ensuring crisis plans and trainings reach across functions and teams.
 - Developing incentive schemes to promote a risk-free working culture.

Implications of culture failures

There's a lot at stake. We've all heard of or witnessed the impact of a failed culture, including:

- Low morale and employee turnover.
 - Defective products or services and the resulting loss of customer loyalty.
 - Fines, stock price impact and bankruptcy.
 - Regulatory scrutiny and sanctions.
 - Significant, long-lasting reputational damage.
- Boeing and Volkswagen experienced many of these implications as they navigated recent crises, and their culture failures came to light. In Boeing's case, a 117-page internal document the company provided to Congress revealed much about its culture, including how senior employees questioned the competence of their own colleagues and the quality of the company's engineering without raising a flag. Similarly, government and shareholder lawsuits called out Volkswagen executives who'd claimed ignorance of emissions oversights and cited the deeper cultural issues at play.

With those examples and the costs of culture failure in

mind, business leaders along with the legal, risk and communications functions should be viewing their operational priorities through a culture lens—with crisis readiness, risk awareness, culture of compliance—and acting with culture and company values—like ESG and social impact—in mind.

Of course, building or changing a culture is no small feat, and it helps to know the keys to success in advance.

A holistic, enterprise-wide approach

Everyone—not just those in leadership positions—has a role to play in identifying and mitigating threats and protecting the company's reputation and its ability to operate. Companies must dedicate resources and ensure the functions and business units most often involved in risk and crisis management—such as legal, communications, compliance, ESG and HR—are aligned. Cutting a corner on a safety check can result in an injured customer, not adhering to auditing best practices can result in shareholder loss, not understanding local regulations can result in the inability to operate in that market, turning a blind eye to harassment can result in morale decline and employee defection and so on.

Behavioral modeling from the top ... and middle

Consistent and intentional behavior modeling from the top is imperative to setting the tone for culture within an organization. Employees across organizations look up to leaders as examples of how to behave and exemplify the company's values. But it's just as critical that managers at all levels—not just the top—are committed to modeling the behavior on a daily basis.

Additionally, these leaders must ensure that toxic subcultures aren't allowed to thrive. In another well-known example of culture failure, Wells Fargo admitted that employees trying to meet excessive sales targets opened millions of customer accounts without customer consent and by misusing identities, revealing a subculture within the bank that prized financial performance over compliance and ethical conduct.

Ownership and accountability

In the end, it comes down to individual choices and decisions. Two keys to getting someone to invest in a perspective and behave in a certain way are ownership and accountability. Employees at all levels in an organization need to understand the role they're expected to play, as well as the benefits of meeting those expectations—and the consequences of not. This is when communicating the business imperative of risk identification and mitigation, complying with laws and regulations and effectively managing issues is critical. Employees must understand the imperative to achieve success by doing right and the cost of cutting corners or acting unethically—and personally be held accountable when they fall short.

The culture imperative

It probably goes without saying that clear, consistent and two-way communications are an essential aspect of implementing and maintaining cultural change. Even the most employee-focused, communication-heavy organization will need an added level of investment and discipline to do it right. It's also critical to regularly assess and course correct when needed. And therefore, crisis communications and preparedness advisors must prioritize culture and communicate accordingly.

Getting an organization's culture right is a significant undertaking, but the reward is managing risk and handling issues more effectively, protecting the business's reputation—and ultimately setting it up for success.

Elizabeth Cholis is a Partner at Dentons Global Advisors.

NH SEEKS PR FOR PUBLIC WATER SYSTEM

The New Hampshire Dept. of Environmental Services is looking for a firm to handle a \$200K public education campaign to inform the public about the value of the Granite State's dependable and relatively inexpensive drinking water.



The Dept. says its public drinking water system is taken for granted by the public, which makes it harder to recruit skilled workers, raise rates and propose changes to address challenges such as source protection and climate change.

It wants a state-wide messaging campaign to educate, inform and raise civic engagement among water users, water system governing bodies and policy makers.

The selected firm will use "a collaborative approach to provide utilities and other partners with collateral materials for their use," according to the RFP.

The campaign is to run for two years.

Proposals are due Feb. 1. Send them to Brandon.Kernen@des.nh.gov and Jason.M.Smith2@des.nh.gov.

[Read the RFP \(PDF\)](#).

EX-REP. BUSTOS MOVES TO MERCURY

Former Illinois Democratic Congresswoman Cheri Bustos has joined Mercury as co-chair of its DC office and head of the firm's team in her home state.



Cheri Bustos

Kieran Mahoney, Mercury CEO, said Bustos' "electoral track record and her experience in communications and journalism make her a natural fit for consulting on public strategy and achieving outcomes for our clients."

Omnicom owns Mercury.

During her 10 years in Congress, Bustos co-chaired the Democratic Policy and Communications Committee and served on the House Agriculture, Transportation & Infrastructure and Appropriations Committees.

Prior to her election to Congress, she was VP-corporate communications for UnityPoint Health and a reporter & editor for 17 years at the Quad-City Times.

MCGUIREWOODS REPS BEZOS EARTH FUND

McGuireWoods Consulting is representing the Bezos Earth Fund on urban greening initiatives.



Amazon CEO Jeff Bezos launched BEF in 2020 and committed \$10B to be disbursed over ten years to groups addressing climate change and preserving nature.

In December, BEF announced \$110M in grants. That amount included \$50M to restore deforested and degraded landscapes in Africa; \$30M to the National Fish and Wildlife Foundation to restore land and forests in the Northern Great Plains and pine ecosystem in the South; and \$10M to support scientific breakthroughs to measure the impact of climate change on extreme weather conditions such as hurricanes, droughts and fires.

McGuire Woods Consulting team includes senior VP Mona Mohib, who was director of policy and communications at the Democratic Governors Assn.; and VP Clayton Cox, a former fundraiser for the Democratic National Committee.

ON THE MOVE

Interpublic Group names **Jeriad Zoghby** chief commerce strategy officer. Zoghby joins the company from Accenture, where he was global lead for omni-channel commerce. He previously launched Accenture Interactive's global personalization practice. At IPG, Zoghby will oversee commerce strategy, connecting the existing channel and platform expertise across the IPG portfolio and helping to identify opportunities for further growth.



Jeriad Zoghby

Penske Media Corporation hires **Hannah Woodard** as senior director of communications. Woodard most recently owned and operated WRD PR. She was previously director, entertainment and content strategies at R&CPMK (formerly PMK*BNC). At Penske, Woodard will work with the company's roster of entertainment and music brands, including *The Hollywood Reporter*, *Billboard*, *Rolling Stone* and *Vibe*.

Weber Shandwick brings on **Jackie Cox Battles** as New York consumer brand practice lead and North America consumer brand practice growth lead. Cox Battles joins the agency after 11 years at Zeno Group, where she most recently led the consumer practice in the East. "Jackie is a proven growth driver, bringing incredible energy, leadership and passion for earned-first brand marketing and communications," said general manager, New York Michael Wehman.

Crosswind Media and Public Relations appoints Randall Whalin to serve as vice president of creative services. Whalin was previously a concierge marketing consultant for Atlanta-based media company Gray TV, providing marketing and creative consultation to clients across multiple industry segments. He was previously CMO at risk consulting firm Fairly Group. In his new position, Whalin will oversee the company's overall creative direction.

FleishmanHillard promotes **Matt Groch** to global managing director of its TRUE Global Intelligence global research and intelligence practice. Groch has been with FleishmanHillard since 2018, serving as a senior vice president and global lead of data analytics and innovation. He has also been an svp in Edelman's research and analytics division and was the co-founder of a Chicago-based healthcare startup, Mondopoint.



Matt Groch

MAD Global Strategy hires **Brenton Temple** as a managing director in its Columbus, OH office. Temple most recently served as campaign manager for Ohio governor Mike DeWine's successful re-election campaign, and then as executive director of DeWine's inaugural committee. "Brenton's knowledge of politics and policy are going to be a huge advantage for MAD Global Strategy," said MAD Global managing director Jai Chabria.

Thompson & Co. Public Relations promotes **Kailee Stickler** to VP of digital. Stickler has been with the agency for six years and has played a major role in growing the agency's digital services division. In her new position, she will oversee all aspects of the digital department, including digital advertising, social media strategy, video, photography and graphic design.

RESTRUCTURING PR PRO MERCER JOINS FTI

Jennifer Mercer, who has more than 20 years of experience in restructuring communications, has joined FTI Consulting's PR unit as a managing director based in Los Angeles.



Jennifer Mercer

She has handled bankruptcy, transaction and litigation communications, as well as investor relations, executive positioning and reputation management issues.

Mercer goes to FTI from Paladin Management Group, where she led strategic communications for the financial advisory.

She also has worked at Donlin Recano & Co, Hill+Knowlton Strategies, Hitachi Data Systems, MWW Group and Sitrick And Co.

"Jennifer distinguished herself long ago as one of the foremost advisors in restructuring communications," said Shannon Stucky Pritchett, global co-head of the people & transformation practice within FTI's strategic communications segment.

Mercer expands FTI's restructuring communications capabilities to the West Coast and will advise clients facing liquidity challenges and other forms of financial distress.

5W PICKS UP PLAY MUSEUM

5W Public Relations picks up The Strong National Museum of Play, the Rochester, NY operation that collects toys, dolls, board games, video games, other electronic games, and other objects that illuminate the meaning and importance of play.



5W will oversee PR strategy and execution for the museum, including media relations management, strategic communications management, influencer relations, and thought leadership. It will also work with the museum to launch its

upcoming expansion which includes interactive exhibits, part of a larger "Neighborhood of Play" project in Rochester.

"5WPR's tourism experience, enthusiasm, relationships and reach make them the perfect partner," said The Strong's VP for marketing and communications Sara Poe.

GIFFORDS MD ROBIN LLOYD TO RATIONAL 360

Robin Lloyd, who was previously managing director at Giffords (the public policy firm led by former congresswoman Gabrielle Giffords), joins Rational 360 as a senior vp.

At Giffords, Lloyd led the organization's communications, government affairs, political and engagement operations.



Robin Lloyd

She was previously director of federal affairs for the City of New York under Mayor Michael Bloomberg and served on the legislative staffs of Reps. Anthony Weiner (D-NY) and Ciro Rodriguez (D-TX).

"Robin has earned a tremendous reputation among thought leaders in Washington due to her seasoned strategic and political insight, and we believe those talents will be incredibly beneficial to clients as they navigate the changing and complex dynamics of Washington," said Rational 360 CEO and managing partner Patrick Dorton.

ICR BRINGS ON PACCHIA, VOLLERO

ICR names Lee Pacchia and Joan Vollero as managing directors in its Special Situations Practice Group.

Pacchia, who will focus on bankruptcy and corporate restructuring, was most recently a director at Traxi, a consulting firm that provides financial and operational advisory services to organizations in bankruptcy, restructuring, turnaround and crisis.



Lee Pacchia, Joan Vollero

Vollero, who will specialize in litigation support communications, was most recently a senior vp at Prosek Partners, Before that, she was a senior advisor to Manhattan District Attorney Cyrus R. Vance, Jr. during his three terms in office, leading communications and external affairs.

"They will provide us the opportunity to represent an increasingly wider spectrum of clients across a broad range of communications needs," said Phil Denning, head of ICR's Special Situations Group.

MEDIA MANEUVERS

The "No TikTok on United States Devices Act," which would invoke the International Emergency Economic Powers Act to block and prohibit transactions with TikTok's parent company ByteDance, has been introduced by Sen. Josh Hawley. Hawley says the Chinese-based app poses national security risks including the ability of the Chinese government to use US user data for such purposes as surveillance, microtargeting, deepfakes or blackmail. TikTok denies the charges, with company spokesperson Brooke Oberwetter saying that the proposed ban "takes a piecemeal approach to national security."



Victor Navasky, who was editor of *The Nation* from 1978 to 1995, and subsequently served as publisher and editorial director until 2005, died on Jan. 23 at the age of 90. Navasky's publishing career got its start at Yale Law School, where he co-founded and edited *Monocle*, a satirical magazine. He later wrote for the New York Times Magazine and was also campaign manager for former US Attorney General Ramsey Clark's unsuccessful 1974 bid for a Senate seat. In addition to upholding *The Nation's* left-wing bona fides, Navasky boosted its financial fortunes, more than tripling its circulation. "Victor was a true believer in the power of independent media," said Katrina vanden Heuvel, who succeeded Navasky as *The Nation's* editor.

Gannett's job-slashing binge has extended to the *FSView & Florida Flambeau*, a Florida State University student newspaper that was bought by the Tallahassee Democrat, a Gannett paper, in 2006. According to a report on Poynter.org, FSView lost at least three paid positions and had its weekly print pages cut from 12 to eight. Until this semester, the paper had seven paid positions, with pay topping out at \$11 an hour—Florida's minimum wage—for up to 20 hours a week. "While these decisions are difficult, we are strategically aligning our resources to best serve our readers and advertisers to ensure the future of journalism," said Gannett spokesperson Carlene Cox.

COMMENTARY



Get 'em while he's still in Congress...

Serial liar Congressman George Santos has been immortalized by the National Bobblehead Hall of Fame and Museum.

It has introduced [special edition bobbleheads](#) of the slimy Republican Representative from New York.

A Pinocchio-version features an elongated nose and plays clips of Santos' greatest hits of lies at the touch of a button.

The Milwaukee-based Museum is charging \$30 for the bobbleheads that are expected to ship in May.

It plans to donate \$5 from each sale to dog-related "GoFundMe" campaigns.

A New Jersey Navy vet claims that Santos, under the name Anthony Devolder, launched a GoFundMe campaign in 2016

that raised \$3K to pay for surgery for the vet's service dog.

Santos allegedly kept the cash.

Phil Sklar, CEO of the Museum, says nobody knows how the Santos saga will shake out. But the Santos bobblehead "will be the perfect collectible to commemorate this unbelievable story for years to come," he said.

Pulling a fast one in Russia... London's [Moral Rating Agency](#) is calling out corporations that wrote off rather than shut down their Russian operations in the aftermath of Vladimir Putin's invasion of Ukraine.

People think when something is written off it has been lost, said MRA founder Mark Dixon. "A write down or write-off just means the owner has put a lower or zero value on an asset at that point in time," he said. "It is a paper value that can be revised at any moment at the whim of the owner."

MRA, which launched after Russia's invasion and is dedicated to kicking Putin out of Ukraine and his regime from Russia, investigated 200 major companies and found 11 of them opted for write-off announcements.

That Hall of Shame includes BP, which made a \$25.5B write-off for its stake in Rosneft, but still owns that staff in the Russian oil company.

PepsiCo took a \$241M write-down related to "discontinuation or repositioning of certain juice and dairy brands in Russia." The company still makes dairy products and potato chips in Russia.

Siemens took a \$651M write-down for its "mobility business" but keeps on serving clients.

MRA suspects that once the Ukrainian war ends, many of the companies that did write-downs will say they no longer have to leave Russia and will write-up the value of their businesses.

Dixon runs a merger and acquisition consultancy in London called ThinkingLinking and the1.

He was a co-founder of the online financial commentator [BreakingViews.com](#), which is now part of Thomson Reuters.

Since 2010, Dixon has owned an apartment in Kiev.

Carnage in journalism... There were 67 journalists and media workers killed in 2022, which was up 50 percent from the year earlier period.

The Top Three killing fields are located in Ukraine (15 dead), Mexico (13) and Haiti (7), according to the report from the [Committee to Protect Journalists](#).

Jodie Ginsberg, CPJ president, said covering crime, politics and corruption can be as deadly as covering a full-scale war.

She noted that governments are continuing to lock up a record number of journalists and "fail to confront the spiraling violence and culture of impunity that have effectively silenced communities around the world."

The best thing to come out of the Davos jamboree is the annual survey released by Oxfam that shows the wealth chasm between the super-rich and the rest of us.

The "Survival of the Richest" report has the one percenters grabbing two-thirds of all the new wealth (worth \$42T) that has been created since 2020.

Oxfam reports that 1.7B workers live in countries where inflation is outpacing wages and more than 820M people—one in ten people on Earth—are going hungry.

The World Bank reports the biggest increase in global inequality and poverty since WWII.

Oxfam blames decades of tax cuts for the richest and companies for fueling inequality. It reports that Elon Musk, who was the richest man on Earth before the collapse of Tesla's stock price, paid a "true tax rate" of about three percent between 2014 and 2018 while a flour vendor in Uganda, who makes \$80 a month pays a tax rate of 40 percent.

Oxfam believes an annual five percent wealth tax on the world's billionaires and multi-millionaires could raise \$1.7T a year, enough to lift 2B people out of poverty.

An exclusive focus on putting Oxfam's recommendations to work would be a way for Davos 2024 to gain relevance in the "real world."

Bospar makes headway in tackling use of the odious "San Fran" term. The latest results from Bospar's San Francisco Naming Day Survey finds that 16.5 percent of Americans call the city San Fran, which is down from 28 percent in 2018.

There's also good news on the "Frisco" front, which dropped from 13 percent to seven percent, but the "City by the Bay" term is holding steady at 15 percent.

Tom Carpenter, Bospar principal, says it's important that Americans refer to San Francisco by its proper name to support its global branding.

The branding tussle moved into the spotlight as the San Francisco 49ers headed into the NFC Championship Game.

Though the 49ers are associated with San Francisco, their home stadium is in Santa Clara, 40 miles to the south.

San Francisco went by the name Yerba Buena until Jan. 30, 1847. That's when mayor Washington Allon Barlett thought he could get a bigger business pop by renaming the city after the well-known San Francisco Bay.

—Kevin McCauley